.IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/663,015	Confirmation No.:	1737
Applicant	:	Polly Stecyk		
Filing Date	:	September 15, 2003		
Title	:	PASSIVE ENFORCEMENT METHOD FOR MEDIA RATINGS		
Group Art Unit	:	4115		
Examiner	:	Junior O Mendoza		
Docket No.	:	705397.53		
Customer No.	:	34313		

DECLARATION UNDER 37 C.F.R. § 1.131

Commissioner for Patents
Mail Stop Box 1450
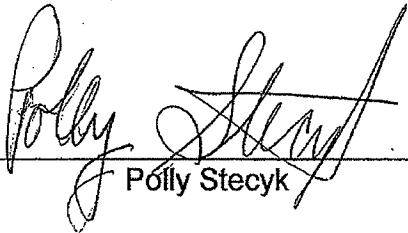Alexandria, VA 22513-1450

Sir:

I, Polly Stecyk, declare as follows:

1.   I am the only named inventor of the above-identified patent application.

2.   Prior to April 2003, I conceived, in the United States, the invention disclosed and claimed in the above-identified patent application as evidenced by Exhibit 1 attached to this declaration.

3.   Exhibit 1 is a true copy of a Mitsubishi Digital Electronics America, Inc. Invention Disclosure Form I filled out and submitted to my employer Mitsubishi Digital Electronics America, Inc., prior to April 2003. Exhibit 1 describes the systems and methods disclosed and claimed in the above identified patent application.

4.   From prior to April 23, 2003 until the above-identified patent application was filed on September 15, 2003, I exercised reasonable diligence as evidence by Exhibit 2 attached to this declaration.

5.   Exhibit 2 is a true copy of an email exchange between me and another employee of Mitsubishi Digital Electronics America, Inc., Jim Hicks, covering a period extending from just prior to April 23, 2003 to after April 23, 2003 in which I receive a copy of a draft of the above identified patent application for review and return a marked up draft of the above identified patent application to Jim Hicks.

6.   I further declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further, that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereunder.

Dated:___9/16/09___   _____
                                                          Polly Stecyk

Date:			Date Received:	
Invention Title:	Passive Enforcement Method for Media Ratings		File Number:	
Inventor's Name(s):	Polly Stecyk		IP Representative	
Number of Attachments:			Shaded areas for IP Representative Use only.	

Instructions: You may type in the spaces provided or print out the form and fill in by hand. If additional space is needed for any item please include additional sheets, number the item, put a date and your name on each sheet, and attach it. Then note the number of attached sheets above.

1) When and Where did you conceive this invention?	Polly Stycek developed this idea during discussions with MERL.
2) Why this invention useful? (Does it make something better, cheaper, add a new feature, improve performance or solve a problem?)	The present invention provides a passive method to enforce ratings established by Television Networks, Movie Rating Committees, World Wide Web Service Providers or other similar media groups.
3) Can you estimate a commercial dollar value for this idea?	It is unknown what potential value the feature may have. However, due to public and governmental concern about some media programs watched by minors, the present invention may become significantly important.
4) Provide a brief summary of the invention (technical abstract) including key technical achievements.	The cost of facial recognition equipment and software is continuously dropping. As such, it is within the means of many homes to provide a passive way to control the type of media viewed by family members. The present invention uses facial recognition software, that is a camera coupled to a computer, to capture facial images of all persons within viewing distance of the media hardware (e.g. television, video monitor, movie screen, etc.). Whenever a face is recognized, the computer searches its database to determine the highest media rating allowed for that individual. If the current program exceeds that rating, then the computer will blank the display until that individual vacates the immediate area (i.e. the computer no longer scans the face of the offended person. \

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5) Provide a detailed Description of the Invention:

Guidelines: If it is a circuit, give the components, method of operation, and results. If it is a system, give the components, their function, and overall system results. If it is software, give the inputs, sequence of operations, and the results. If it is an article, such as a unique bracket, give the details of its structure and its use. If it is a process give the conditions necessary for the process, the steps of the process, and the results of the process.

In the preferred embodiment, the present invention consists of a digital camera connected to a dedicated computer. This digital camera has the ability to continuously scan the entire room. The computer contains facial recognition software. Prior to system implementation, the program requires that all members of the family are photographed by the system from several different angles. In this way, digital facial features will correspond to a name, age, and a rating established by the head of household or other authorized individual.

An interface is then established between the media hardware and the facial recognition system. The interface sends to the computer the current rating of the media event. Subsequently, this interface also has the ability to turn off or "kill" the display whenever the media event rating exceeds the highest permissible rating for any individual within the viewing area.

Some situations where this passive media enforcement method may be used include, but are not limited to:

A) Television Broadcasts. Although the current V-Chip method provides one way to enforce broadcaster ratings, this method is active in that an "older viewer" must continuously enter a passcode whenever the rating exceeds that level preselected by the "head of household." Often the system is confusing, and since it requires extra effort by the user, it is frequently not used.

B) Computer Monitor. The World Wide Web contains material considered objectionable by many members of society. Although there are software programs to enforce Web Ratings, these systems are active in that one member of the household must set up the program with a passcode, remember the passcode, etc. Since it is active, the previous user must remember to "re-enable the program each time. " It would be far easier if the computer had the ability to recognize the face in front of the camera, thereby making a passive control possible.

C) Movie Ratings. Concerned parents could register their minor's picture and age with a Movie Theater chain. Then, whenever the child tried to purchase a ticket to movie, the rating could be compared with the age. In this way, the system could securely supplement manually checking IDs (which can easily be falsified.)

Situations requiring intervention by head of household.

1) If a person enters the room who has not been registered, the system administrator (an adult) must predetermine action between options. First, the system can be set up to disregard a face not recognized. Or, disregard if the system administrator is in the room (parental supervision). Another possibility is that a "General Public" rating is enforced whenever an "unrecognized face" is scanned.

2) In case an individual intentionally covers or tries to disguise his or her face to avoid detection, the system may enforce a "General Public" rating. However, since the system continuously scans faces, eventually the true ID of the person will likely be determined. Nevertheless, the system can be set up to maintain a digital copy of the unrecognized face, for later display to the system administrator.

In a particularly innovative aspect of the present invention, the computer system may keep track of viewing time by household members. In addition, this system can be used by Media Rating Agencies to record programs watched, ages of individuals watching the program, preferences of each user, etc. Of course, such activity would require the permission of the viewers.

EXHIBIT 2

Hicks, Jim

From:	Stecyk, Polly
Sent:	███████████████
To:	Hicks, Jim
Subject:	RE: Application: Passive Enforcement Method for Media Ratings

Done. I have the marked up copy.

-----Original Message-----
From: Hicks, Jim
Sent: ███████████████
To: Stecyk, Polly
Subject: FW: Application: Passive Enforcement Method for Media Ratings

Polly,
Please review and comment/mark-up as appropriate and return. Thanks, Jim

<<DOCSOC1-#133791-v2-MDEA_-_53_-_Spec_for_Passive_Enforcement_Method_for_Med
ia_Ratings.DOC>>